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FM SECSTATE WASHDC

TO ALL DIPLOMATIC AND CONSULAR POSTS COLLECTIVE PRIORITY

INFO RUEHRC/AGRICULTURE DEPT WASHINGTON DC PRIORITY 1989

RUEAIIA/CIA WASHINGTON DC PRIORITY 5054

RHMCSUU/DEPT OF ENERGY WASHINGTON DC PRIORITY

RHEFHLC/DEPT OF HOMELAND SECURITY CENTER WASHINGTON DC PRIORITY

RHMFUU/DEPT OF JUSTICE WASHINGTON DC PRIORITY

RUEATRS/TREASURY DEPT WASHINGTON DC PRIORITY 0253

RUEAORC/US CUSTOMS AND BORDER PROTECTION WASHINGTON DC PRIORITY 0712

RUCPDO/USDOC WASHINGTON DC PRIORITY 5004

RUEHBK/VOA UDORN PRIORITY

RHEHAAA/WHITE HOUSE WASHINGTON DC PRIORITY 3926

RUEHTRO/AMEMBASSY TRIPOLI PRIORITY 6475

UNCLAS SECTION 01 OF 02 STATE 030535

SIPDIS

COMMERCE PASS TO JENNIFER BOGER, SUSAN WILSON

USAID PASS TO GEORGIA SAMBUNARIS

E.O. 12958: N/A

TAGS: [ECON](#) [ETRD](#) [KIPR](#) [MO](#)

SUBJECT: 2009 USG INTELLECTUAL PROPERTY RIGHTS (IPR)

MESSAGING UPDATE

¶1. This cable includes an action request. Please see para 5.

¶2. SUMMARY AND ACTION REQUEST: The Department's Office of Intellectual Property Enforcement (IPE) requests post ECON Section input in conducting an annual update of coordinated USG-wide IPR messaging and factoids. (Please be sure to coordinate with PA Section colleagues as appropriate.) Organized by region and substantive topic, coordinated IPR messaging provides consistent institutional guidance to USG officials for use in overseas IPR outreach programs and products. The 2009 update is being conducted via the Department's interactive IPR Portal on Diplopedia (<http://diplopedia.state.gov/IPRPortal>). ECON officers are requested to provide messaging and factoid updates no later than Friday, April 17, 2009. See instructions in paras. 5-7. End summary.

¶3. BACKGROUND: In Spring 2007, IPE kicked-off the first phase of its IPR outreach initiative by working with posts and interagency colleagues to develop broadly-coordinated IPR messaging segmented by topic, region, and country. In the past two years, this messaging has served as a tremendous resource for USG officials to use to build their own knowledge bases and upon which to base talking points and ensure editorial pieces are appropriately crafted to resonate with particular foreign audiences. Given continual shifts in public perceptions and opinion, annual updates are required to keep this messaging fresh and relevant to overseas public audiences. As such, post input is crucial to creating an effectively targeted and segmented messaging product. End Background.

¶4. MESSAGING PROJECT OVERVIEW: The IPR messaging update project is broken down by regions and by topic. Topical areas of focus include:

- \* General IP Messaging
- \* Creative Industry, Internet, and Business Software Messaging
- \* Public Health and Safety messaging
- \* Health and Biotechnology, R&D Messaging

\* Traditional Knowledge Messaging  
\* USG Trade and Capacity Building IPR Training Messaging  
\* NEW Category: Environment and Global Climate Change  
Messaging

¶5. ACTION REQUEST: IPE requests that all posts provide new and updated regional and country IPR information and facts, as well as related IPR messaging revisions. This includes posts in regions and host countries which are not currently represented on relevant regional or topical messaging pages. Where appropriate, posts should include (a) positive impacts from IPR protection, (b) negative impacts from lack of protection and infringement, (c) actions taken to protect IPR, and (d) the results of such actions. Posts are also requested to take note of, and respond to, any existing comments (noted in red on the respective Diplopedia pages). [Note: To ease Post's updating exercise, instructions on how to use Diplopedia have been provided in paragraphs 6-7.]

¶6. DIPLOPEDIA PLATFORM AND USAGE INSTRUCTIONS: Diplopedia is the Department's online interactive encyclopedia of foreign affairs information, accessible through OpenNet. State employees are asked to contribute their experience, knowledge, and expertise in the form of articles, discussion, and editing of material submitted by others. In order to provide messaging input, you will need to sign up for a Diplopedia account (if you have not done so already). To sign up for an account, please visit: <http://diplopedia.state.gov/help>.

¶7. INPUT INSTRUCTIONS: After signing up for an account, sign in to your account and enter (or copy and paste) <http://diplopedia.state.gov/IPRPortal> into your internet browser to open the IPR Portal main page. On the right hand column of the main page, click on "NEW - IPR Messaging Update Project (Spring 2009)." Once you are on the IPR Message

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Update page, click on a messaging topic or region heading to review its content.

TO EDIT A MESSAGING PAGE, click the "edit" tab at the top of any page and insert your updates into the text of the messaging page. Be sure to include citations in parenthesis following inserted text, where appropriate. Please also "sign" your edit by typing four tildes: ~~~~ which will produce an identity and date stamp (Login Name, Time Updated, and Date Updated). After you finish making changes on a page, click "save" at the bottom of that page. If you have any difficulties editing the messaging page, you may alternatively insert changes on the comment page (see next para).

TO COMMENT ON A MESSAGING PAGE, go to that messaging page's discussion page by clicking on the discussion tab at the top of any fact sheet's page OR by clicking on the "discuss" link next to the messaging page title in the IPR Messaging Project directory. Click the plus (+) sign at the top of the page and type your comment. Be sure to include any relevant citations in parenthesis and to sign your comment using four tildes: ~~~~.

¶8. Reporting Deadline: Posts are requested to provide messaging and factoid updates no later than Friday, April 17, 2009

¶9. POCs: If you have any questions regarding the IPR Messaging Update Project, please email both Katie Wurtz ([wurtzca@state.gov](mailto:wurtzca@state.gov)) and Josh Hallock ([hallockjw@state.gov](mailto:hallockjw@state.gov)). Technical questions about Diplopedia may be directed to [DiplopediaAdmin@state.gov](mailto:DiplopediaAdmin@state.gov).

¶10. Washington appreciates Post's assistance.

¶11. Minimize considered.  
CLINTON